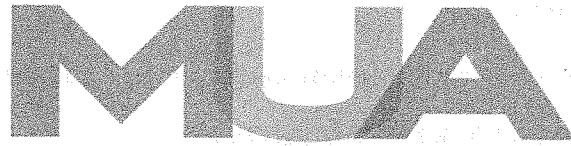


The
Management
University
of Africa



Sponsored by the Kenya Institute of Management

UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

BMT 404: ELECTRONIC COMMERCE

DATE: 7TH DECEMBER 2015

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

NINE-ELEVEN KENYA LIMITED

Nine-Eleven Kenya Ltd is an e-commerce company that was established in Egypt in 2010. Over the last 5 years of its operations, it has distinguished itself as a respected retail chain serving customers in the whole of Africa and the middle Eastern countries.

The company strives to exceed customer expectations especially in packaging, online ordering, efficient transactions and instant delivery. Besides, 90% of their customers are delighted and wowed by the way the company responds to customers concerns. It has created an interactive customer interface to assist clients interact with their products directly.

The management is quite upbeat about the future and as the world embraces e-commerce, the company can only hope for the best in future. The company also communicates a lot via electronic means. However, it is yet to embrace internet as a potential marketing stream.

Required:

- a) Identify the e-commerce business model that Nine – Eleven has deployed and explain how it has worked to her advantage? (7 Marks)
- b) As a member of the Management Board of Nine – Eleven Kenya Ltd, advise management on how to leverage on the Internet to further grow the business. (10 Marks)
- c) The company is known for communicating electronically. If you were appointed the head of corporate communications, what would you do differently? (8 Marks)

QUESTION TWO

- (a) What are some of the security concerns in e-commerce? (7 Marks)
- (b) Explain 5 security threats in e-commerce (8 Marks)

QUESTION THREE

Discuss contemporary and emerging issues in e-commerce in Kenya today.

(15 Marks)

QUESTION FOUR

(a) Define Electronic data interchange (EDI) (3 Marks)

(b) Explain the benefits of embracing EDI (12 Marks)

QUESTION FIVE

Define internet marketing and explain the various features of the definition

(15 Marks)

QUESTION SIX

A leading company in e-commerce in East Africa has appointed you as the Manager in charge of e-commerce portfolio. However, in the course of your duties, you have discovered barriers to effective e-commerce in Kenya. Briefly explain some of these barriers and propose possible solutions.

(a) Barriers (10 Marks)

(b) Solutions (5 Marks)

